

**Abstract**

This master thesis is trying to analyze advertisements showing gender-based violence. Based on this fact the aim of this master thesis is to deciphering the construction of advertisements and how it display and pass on the image of what can be consider normal in terms of violence. Another aim is to clarify how violence display in advertisements is and define meaning of it.

This issue is analyzed by qualitative method. Specifically, by using the content analysis of advertising photos which where obtained on the <https://www.prasatecko.cz> website.

**Key words:**

Gender – power and control – advertising – violence – visual violence